Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Disney Pixar’s Monster’s Inc. Disney Pixar’s Monster’s Inc.**

**Project Rubric Project Rubric**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Marketing Plan** |  | |  |  |  | | --- | --- | --- | | **Marketing Plan** |  |  | | Title Page | 1 |  | | Executive Summary | 2 |  | | Table of Contents | 1 |  | | Introduction | 2 |  | | Strategic Plan & Focus | 2 |  | | Situational Analysis | 2 |  | | Market-Product Focus | 2 |  | | Marketing Strategy/Tactics | 2 |  | | Financial Data/Projections | 2 |  | | Action/Implementation Plan | 2 |  | | Evaluation Report | 2 |  | | References | 1 |  | | Appendices | 1 |  | | Extras | +1 |  | | Grammar/Spelling/Professional | 3 |  | | ***TOTAL*** | **25** |  | |
| Title Page | 1 |  |
| Executive Summary | 2 |  |
| Table of Contents | 1 |  |
| Introduction | 2 |  |
| Strategic Plan & Focus | 2 |  |
| Situational Analysis | 2 |  |
| Market-Product Focus | 2 |  |
| Marketing Strategy/Tactics | 2 |  |
| Financial Data/Projections | 2 |  |
| Action/Implementation Plan | 2 |  |
| Evaluation Report | 2 |  |
| References | 1 |  |
| Appendices | 1 |  |
| Extras | +1 |  |
| Grammar/Spelling/Professional | 3 |  |
| ***TOTAL*** | **25** |  |

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Advertisement** |  |  |
| Product/Service Information | 2 |  |
| Place – Locations / Availability | 2 |  |
| Price – Amts, Savings | 2 |  |
| Promotion - New, Exciting | 2 |  |
| Creativity | 2 |  |
| ***TOTAL*** | **10** |  |

|  |  |  |
| --- | --- | --- |
| **Advertisement** |  |  |
| Product/Service Information | 2 |  |
| Place – Locations / Availability | 2 |  |
| Price – Amts, Savings | 2 |  |
| Promotion - New, Exciting | 2 |  |
| Creativity | 2 |  |
| ***TOTAL*** | **10** |  |

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Coupon** |  |  |
| Product/Service Promotion | 2 |  |
| Images | 2 |  |
| Limits/Exclusions | 2 |  |
| Expiration / Barcode | 2 |  |
| Creativity | 2 |  |
| ***TOTAL*** | **10** |  |

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| --- | --- | --- |
| **Coupon** |  |  |
| Product/Service Promotion | 2 |  |
| Images | 2 |  |
| Limits/Exclusions | 2 |  |
| Expiration / Barcode | 2 |  |
| Creativity | 2 |  |
| ***TOTAL*** | **10** |  |

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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